

SUMMARY

The main objective of this paper is to investigate the role of European funds in the process of strengthening the Romanian entrepreneurial environment, in terms of increasing the efficiency of absorption mechanisms. In a context marked by Romania's need to align itself with the European economy and the cohesion policy of the European Union, European funding is a strategic vector for the sustainable development of the business environment and to stimulate economic competitiveness.

In the first part of the thesis, a complex bibliometric analysis is carried out, focusing on the interpretation of data from international scientific databases, the objective being to identify the main research directions and the evolution regarding the impact of European funds on the business environment.

In the second part of the paper, the differentiations of the counties in Romania are analyzed by applying the clustering techniques on the counties, with the purpose of identifying some socio-economic regional groups. Statistical clustering provides a solid tool for highlighting regional disparities and supporting balanced territorial development.